



**INTERQUEST Reports Successful
2011 Digital Book Printing Forum at Frankfurt Book Fair**

*Leading publishers, book prints, distributors, & suppliers from North America, U.K. & Europe
participate in the first INTERQUEST Frankfurt Digital Book Printing Forum*

Charlottesville, VA (October 18, 2011) ô INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced a highly successful inaugural 2011 Frankfurt Digital Book Printing Forum, held at the Frankfurt Book Fair. The event was part of the Frankfurt Academy, a new umbrella brand that brings together the best international conferences, seminars, and publishersøtrips that the Book Fair has to offer year round.

The full-day educational forum, which focused on trends and opportunities in digital book manufacturing, was held in conjunction with the Frankfurt Book Fair on Friday, October, 14th. Speakers from a variety of countries participated in sessions involving publishing, printing, and supply chain issues.

According to Gilles Biscos, President of INTERQUEST, “We are excited to be a part of this amazing event and are extremely pleased with the reception given to the Frankfurt Digital Book Printing Forum. Nearly 80 book industry professionals attending the forum were able to network and share valuable information about their perspectives on the book market. This was a truly international event with speakers from 10 different countries. The quality of the presentations and interaction with the attendees was outstanding.”



Toby Green, Head of Publishing at OECD (Organization for Economic Corporate Development) kicked off the forum with the keynote presentation highlighting his organization's digital printing solutions, which are wholly integrated into OECD's global supply chain. OECD is one of the world's leading inter-governmental organizations and a major publisher in the field of public policy and economics. Green began by emphatically stating, "The printed book is far from dead." He followed with a discussion of the transformation of OECD publishing from an all-analog organization with offset presses to all-digital solutions which include online information services, eBooks, and digital printing (both short run and print-on-demand). He demonstrated how both printed and electronic content can complement each other.

Following the keynote, **Gilles Biscos**, President of INTERQUEST, Ltd., presented key results from recent research the company has conducted in North America and Europe. He also shared industry book printing trends and recent developments in technology.

The audience heard from leading European printers in a Book Printers Progress Report Panel. Speakers included: **Oliver Schimek**, CEO, Digital Print Group, from Germany; **Esben Molls Kabell**, CEO and President, Lasertryk.dk, from Denmark; **Emanuele Bandecchi**, Marketing Development Director, Rotolito Lombardas, from Italy; and **Guillaume de Courcy**, Marketing Director, SAGIM, from France.

After lunch, executives from principal digital printing and finishing systems vendors provided updates of their companies' strategies and developments in the book market. They also discussed topics and key issues that will help continue the growth of digital book manufacturing. Speakers included: **Erwin Busselot**, Marketing Director Digital Printing, Kodak Graphic Communications Group EMEA; **Dragan Volic**, Vice President Marketing & Sales, Müller Martini; **Christoph Gauss**, Manager Business Development Graphic Arts Solutions, Océ Printing Systems; and **Robert Weiss**, Head of Technology and Business Development, manroland Druckmaschinen AG.



Toby Cobrin, a Director at INTERQUEST then presented additional INTERQUEST research findings. The session was highlighted by special guest, **Lynn Kaplarian-Buller**, Director, The American Book Center, Amsterdam The Hague, who shared her experiences with distributed printing and the value of having an Espresso Book Machine in her bookstore.

Two additional panels rounded out the afternoon program. A panel focused on challenges and developments relating to workflow, paper handling and finishing, and ink and substrates in digital book printing applications. Speakers included **Steve Fyfe**, Director of Digital Development, Magnum Digital Solutions, Canada; **Tracey Duffy**, Business Development Manager, Cabot Corporation, United Kingdom; and **Andrew Pate**, Director of Digital Sales and Programs, Edwards Brothers, Inc., United States.

The day ended with a panel of publishers and distributors who shared their experiences with digital printing and discussed trends and perspectives of printed books and eBooks. Speakers from international publishing houses and distributors included **David Hetherington**, Vice President, Academic/ Educational Merchandising and Digital Printing, Baker & Taylor , United States; **Oliver Lanka**, Vice President Purchasing, Bertelsmann AG – Clubs and Direct Marketing Businesses, Germany; and **Yves L’Hommée**, Production Director, Groupe Flammarion, France.

The 2011 Frankfurt Digital Book Printing Forum was sponsored by leading players in the market including Cabot, Kodak, Magnum Digital Solutions, Mondi, Müller Martini, Océ, Rotolito Lombarda, Salzer Papier, Screen, UPM, and Xerox.



About INTERQUEST

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Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its studies of digital print manufacturing include Digital Book Printing: Market Analysis & Forecast, 2010-2015, High Growth Segments of Digital Book Printing: Market Analysis & Forecast, and The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2010 and 2011 INTERQUEST organized similar events in Paris, London, Toronto, and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 9799959, or by email at iquest@inter-quest.com.

About the Frankfurt Book Fair

The Frankfurt Book Fair is the biggest book and media fair in the world. This year exhibitors and visitors came not only from the book industry, but also from other related industries such as film, games, and information and communications technology. In all, around 7,384 exhibitors from 106 countries were present, and the more than 3,200 events attracted approximately 280,194 visitors.